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ABSTRACT:

CHG DATE=20011106 STATUS=O> In order to allow an advertisement company to register advertisement information using the Internet and conduct publicity activities aimed at specified target users, profile data of a plurality of users is managed using a database, selection conditions for selecting specific users to whom advertisement information should be distributed are received, specific users to whom the advertisement information should be distributed are selected based on the received selection conditions and the managed profile data, and the advertisement information is distributed to the selected specific users utilizing a digital

broadcasting system.

